J. M. Piscitelli
Chain Accounts Manager

R.J. Reynolds Tobacco Company's Products
28251 Lorain Road
North Olmsted, Ohio 44070

RJR

July 14, 1987

Re: Truckstops of America

Division Managers:

Truckstops of America has recently re-organized their management structure and are considering authorizing/monitoring all facets of their cigarette merchandising program from their Cleveland office. Currently only their vending machines are paid in Cleveland and remaining programs are paid on an independent basis.

Most of you are probably aware that the Truckstops merchandise cigarettes in one or more places within that truckstop. Prior to this re-organization, up to four different management people had responsibility for the cigarettes depending on where they were physically located within their truckstop. Provisions have been made where the Director of the Restaurant Purchasing will be responsible for this department even though it may be located in the gas/diesel area, restaurant area, general store area, or hotel/motel area.

Attached is a detailed store survey that will have to be completed AND IN MY OFFICE BY AUGUST 7TH. The time constraint is very tight, however, Philip Morris has also been contacted to supply TOA with their specific recommendations. Attached is an authorization letter from Mr. E.J. Liggett giving R.J. Reynolds authority to complete the survey.

Prior to making the survey, the division office should contact the General Manager (name and phone number listed on attached station list) for an appointment. This will ensure us of obtaining correct and reliable information. I would like to recommend, since I have to generate an in-depth presentation from your surveys, that a member of management complete this survey with our sales representatives.

Please follow all instructions on the survey and ensure that all blanks are completed or N/A (non-applicable) is entered if appropriate.

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Source: https://www.industrydocuments.ucsf.edu/docs/qqdy0000

If on the attached station listing your division number is listed and you find that this account is not in your division, please forward it on to the correct division and D/T me of this change immediately.

> All calls must have Chain I.D. #1370-00-00 entered as soon as you receive this correspondence. No contracts have been entered into the Chain Headquarter screen, therefore, all contracts (except vending) will still be paid as independents until I notify you differently.

Your expedient handling of this matter will assist me in making a comprehensive presentation and help to gain exclusive RJR merchandising in these high-volume accounts.

Ensure S.I.S. is updated to match all information on your survey.

Cordially,

Jim

J. M. Piscitelli

JMP/ccs

Attachments

cc: Area Vice-Presidents
Regional Managers

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